

## VA CLIENT SUCCESS STORY

Breathe Insurance Solutions  
Client Since 2018

Founded in 2001 and headquartered in Tennessee and California. Breathe Insurance is a full service insurance brokerage firm which provides property & casualty insurance. Breathe is committed to personal risk management and small commercial.

They realize that cost efficient outsourcing enabled their sales agents and account managers to focus on their key competencies to exceed growth goals and service level expectations.



## Breathe Insurance Outsourcing Goals

- ✓ Operational Optimization
- ✓ Increase task processing efficiencies and volume capabilities for all staff
- ✓ Allow licensed producers to focus on producing more
- ✓ Reduce time & costs needed to recruit & train for high turnover positions
- ✓ EBITDA Maximization
- ✓ Develop a successful long-term partnership with an insurance BPO expert
- ✓ Reinvest BPO cost savings into company growth strategies
- ✓ Improve customer experience by allowing key staff to focus on client needs

Breathe Insurance Annual Premiums: \$24M

Specialties: Personal Insurance and small commercial

Annual Policies: 9,200

US Employees: 16

Pure Agency Employees 12 (All employed since 2018)

Top Outsourced Tasks: EOs, Certificates, Personal Lines Remarketing, Personal Lines Binding, Endorsements, Carrier Memos, Renewal Processing, Cancellations, Downloads, and more.



### Challenges

Finding competent hard working staff for efficient workflow. Keeping up with the ever growing workload while growing.



### Solutions

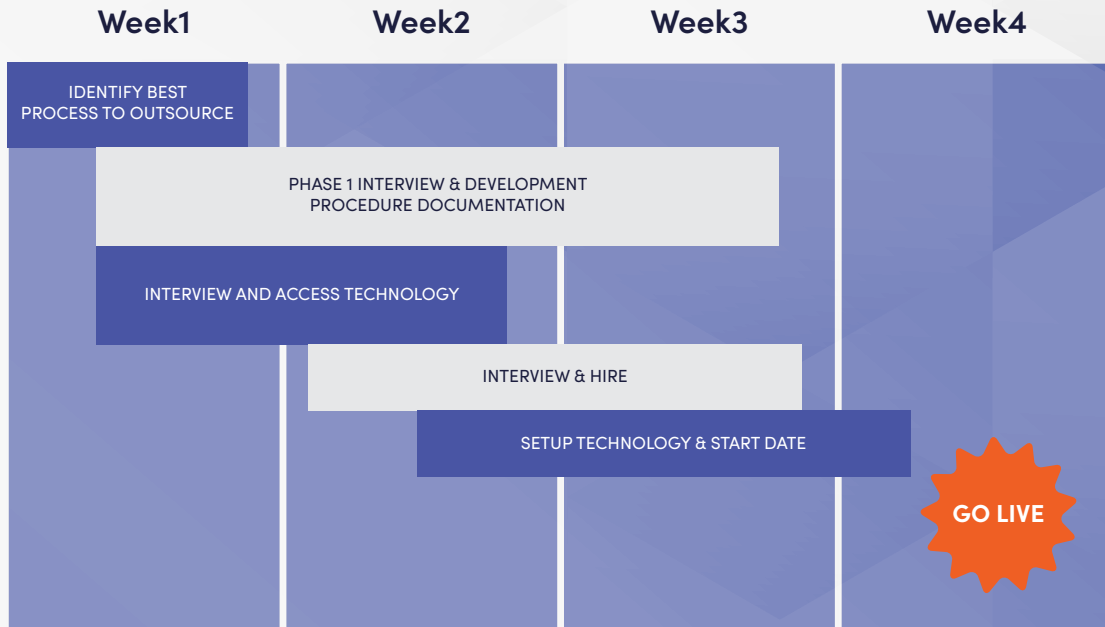
Outsourcing to Pure Agency Solutions focusing one specialization and team unity across sales and service.



### Results

Since Pure Agency VA implementation, 30% premium growth with minimal increase in operating cost.

# Project Timeline



## Breathe Insurance Growth & Savings Since Pure Agency Partnership



### Premiums

Annual growth of 25%



### Total U.S. Staff Count

Down 18%



### New Policies

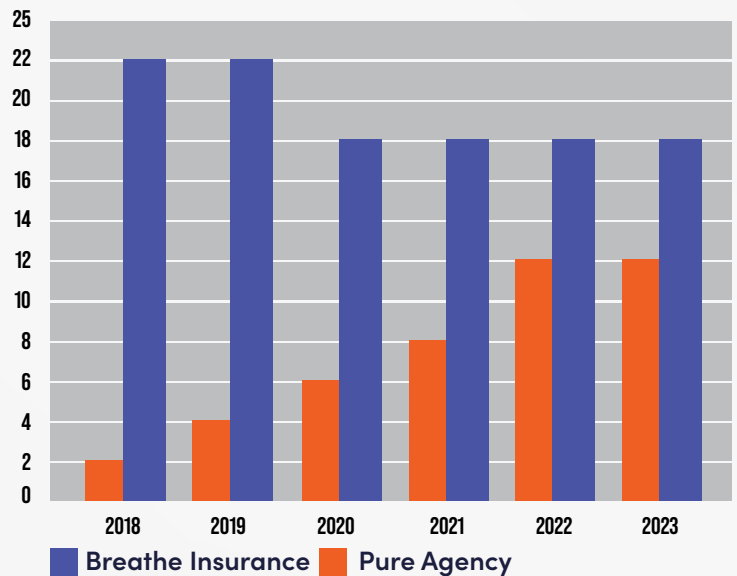
Monthly average of 180 new policies



### Total Annual Savings 2021

\$620,000

### Pure Agency & US Employee Growth



Pure Agency was able to find us great employees as reinvented our agency. The VA's they helped place with our agency have outperformed our expectations. I highly recommend working with them; you won't be disappointed!

**Jesse Gallegos** / Breathe Insurance Solutions

